

Oracle - Oracle Content Marketing Learning Subscription

Code: OCM-LS
URL: [View Online](#)

The Oracle Content Marketing Learning Subscription is a complete, all-digital solution for business users, administrators and implementers seeking comprehensive training on the Oracle Content Marketing platform. This learning subscription offers 24/7 on-demand access to video courses taught by top Oracle experts. Learn how to leverage the capabilities of Oracle Content Marketing to develop a strategic configuration plan and use the platform to produce and manage content for effective content marketing campaigns. Venture through the various stages of implementation, from the strategy stage where you document a content marketing strategy and prioritize a pilot project, to the configuration, production, measurement and expansion stages where you have opportunities to further explore specific features and define key tactics and processes. When you're done you will be able to successfully implement and adopt the Oracle Content Marketing platform, and you will be prepared to deploy a pilot project. You can also take a series of courses that teach modern marketing best practices and strategies, and how to apply them using Oracle Marketing Cloud platforms. Become an Accredited Oracle Content Marketing Master This learning subscription also includes an accreditation program exam at no extra cost, enabling you to achieve the title of OCM (Oracle Content Marketing) Master. Your Learning Subscription Includes:

- 24/7 Access for 12 months
- Learning paths
- Online courses
- Access to instructors
- Accreditation exams
- Continuously updated training content for each product release

Skills Gained

- Become familiar with the core and strategic features of Oracle Content Marketing
- Identify the challenges facing content marketers and understand how Oracle Content Marketing helps alleviate those pain points
- Take a strategic approach toward setting up Oracle Content Marketing and perform a step-by-step configuration
- Understand best practice strategies and techniques for successful content marketing
- Develop a content marketing strategy and gain insight into how particular features of the Oracle Content Marketing platform support that strategy
- Deploy a pilot project
- Set-up and manage processes on the Oracle Content Marketing platform, including how to customize workflows to meet basic through advanced business process requirements
- Push content directly to your WordPress blog, as well as import content back into Oracle Content Marketing
- Manage and segregate content created by different business units within one instance of Oracle Content Marketing
- Understand the strategic features, tools and workspaces of Oracle Content Marketing to produce, publish, and promote content
- Analyze your content's performance using Oracle Content Marketing

Who Can Benefit

- Business Users
- Administrators
- Implementers

Course Details

Features

This Oracle Learning Subscription includes new features that enhance your training experience:

- Skill-Based Learning: attain the skills you need to competently perform your job with complete sets of digital training videos delivered by Oracle experts
 - 24/7 Access: continuously learn as your training needs evolve
 - Learning Paths: follow a recommended order of training to build specific skill sets that interest you
 - 'Use Case' and Best Practice Driven: learn through real world examples with practical applications
 - Stay Current: access training that is updated with each Oracle Content Management release so you can stay up-to-date on key enhancements
 - Easy-to-Use Interface with Intuitive Filtering: quickly find what interests you through a simple taxonomy of learning paths, courses and modules that can be sorted with powerful filtering
 - Access to Instructors: get your questions answered from top instructors
 - Reporting: track your learning progress and achievements through your dashboard
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